

## AMENDMENTS TO CLAIMS

Claims 1 - 69 (cancelled)

Claim 70 (currently amended): A broadcast system comprising:

a headend for broadcasting program material with commercials; and  
a multiplicity of receiver-decoders at user locations, each receiving  
said program material being broadcast and including a commercial unit for dealing  
with said commercials based at least partially on past viewing thereof,

wherein each said receiver-decoder deals with said commercials by determining conditions pursuant to which they are viewed by a user,

and said receiver decoder deals with said commercials by one of the  
following:

determining conditions pursuant to which viewing of said  
commercials may be obviated independently of user action; and

determining conditions pursuant to which viewing of said  
commercials is obviated by user action.

Claim 71 (currently amended): A receiver-decoder for use with a broadcast system having a headend for broadcasting program material with commercials and a multiplicity of receiver-decoders at user locations, said receiver-decoder comprising:

a receiver for receiving said program material being broadcast; and  
a commercial unit for dealing with said commercials based at least partially on past viewing thereof,

wherein said receiver-decoder deals with said commercials by determining conditions pursuant to which they are viewed by a user,

and said receiver decoder deals with said commercials by one of the  
following:

determining conditions pursuant to which viewing of said  
commercials may be obviated independently of user action; and

determining conditions pursuant to which viewing of said

commercials is obviated by user action.

Claim 72 (previously presented): A receiver-decoder according to claim 71 and wherein said receiver-decoder deals with said commercials based at least partially on a history of viewing of said commercials via said receiver-decoder.

Claim 73 (previously presented): A receiver-decoder according to claim 71 and wherein said receiver-decoder deals with said commercials based at least partially on a history of viewing of said commercials by multiple users.

Claim 74 (cancelled)

Claim 75 (previously presented): A receiver-decoder according to claim 71 and wherein said receiver decoder deals with said commercials by determining conditions pursuant to which viewing of said commercials is obviated by user action.

Claim 76 (previously presented): A receiver-decoder according to claim 71 and wherein said receiver decoder deals with said commercials by determining conditions pursuant to which their viewing may be obviated independently of user action.

Claims 77 - 106 (cancelled)

Claim 107 (previously presented): A broadcast system according to claim 70 and wherein, for at least one of said commercials, said receiver-decoder deals with said one commercial by preventing the user from skipping said one commercial.

Claim 108 (cancelled)

Claim 109 (previously presented): A receiver-decoder according to claim 71 and wherein, for at least one of said commercials, said receiver-decoder deals with said

one commercial by preventing the user from skipping said one commercial.

Claim 110 (cancelled)

Claim 111 (currently amended): A broadcast method comprising:  
broadcasting program material with commercials; and  
receiving, at a multiplicity of user locations, said program material  
being broadcast and dealing with said commercials based at least partially on past  
viewing thereof,  
wherein said dealing with said commercials comprises determining  
conditions pursuant to which they are viewed by a user,  
and said dealing with said commercials comprises one of the  
following:

determining conditions pursuant to which viewing of said  
commercials may be obviated independently of user action; and  
determining conditions pursuant to which viewing of said  
commercials is obviated by user action.

Claim 112 (currently amended): A method for use with a broadcast system  
having a headend for broadcasting program material with commercials and a  
multiplicity of user locations, said method comprising:

receiving said program material being broadcast; and  
dealing with said commercials based at least partially on past  
viewing thereof,

wherein said dealing with said commercials comprises determining  
conditions pursuant to which they are viewed by a user,  
and said dealing with said commercials comprises one of the  
following:

determining conditions pursuant to which viewing of said  
commercials may be obviated independently of user action; and  
determining conditions pursuant to which viewing of said  
commercials is obviated by user action.

Claim 113 (previously presented): A method according to claim 112 and wherein said dealing with said commercials comprises dealing with said commercials based at least partially on a history of viewing of said commercials at said user location.

Claim 114 (previously presented): A method according to claim 112 and wherein said dealing with said commercials comprises dealing with said commercials based at least partially on a history of viewing of said commercials by multiple users.

Claim 115 (previously presented): A method according to claim 112 and wherein said dealing with said commercials comprises dealing with said commercials by determining conditions pursuant to which viewing of said commercials is obviated by user action.

Claim 116 (previously presented): A method according to claim 112 and wherein said dealing with said commercials comprises determining conditions pursuant to which their viewing may be obviated independently of user action.

Claim 117 (previously presented): A broadcast method according to claim 111 and wherein, for at least one of said commercials, said dealing with said commercials comprises dealing with said one commercial by preventing the user from skipping said one commercial.

Claim 118 (cancelled)

Claim 119 (previously presented): A broadcast method according to claim 112 and wherein, for at least one of said commercials, said dealing with said commercials comprises dealing with said one commercial by preventing the user from skipping said one commercial.

Claim 120 (cancelled)

Claim 121 (currently amended): A broadcast system comprising:  
means for broadcasting program material with commercials; and  
means for receiving, at a multiplicity of user locations, said program  
material being broadcast and for dealing with said commercials based at least  
partially on past viewing thereof,  
wherein said dealing with said commercials comprises determining  
conditions pursuant to which they are viewed by a user one of the following:  
determining conditions pursuant to which viewing of said  
commercials may be obviated independently of user action; and  
determining conditions pursuant to which viewing of said  
commercials is obviated by user action.

Claim 122 (currently amended): A receiver-decoder for use with a broadcast  
system having a headend for broadcasting program material with commercials and  
a multiplicity of user locations, said receiver-decoder comprising:

means for receiving said program material being broadcast; and  
means for dealing with said commercials based at least partially on  
past viewing thereof,  
wherein said dealing with said commercials comprises determining  
conditions pursuant to which they are viewed by a user one of the following:  
determining conditions pursuant to which viewing of said  
commercials may be obviated independently of user action; and  
determining conditions pursuant to which viewing of said  
commercials is obviated by user action.

Claim 123 (previously presented): A receiver-decoder according to claim 122  
and wherein said dealing with said commercials comprises dealing with said  
commercials based at least partially on a history of viewing of said commercials at  
said user location.

Claim 124 (previously presented): A receiver-decoder according to claim 122 and wherein said dealing with said commercials comprises dealing with said commercials based at least partially on a history of viewing of said commercials by multiple users.

Claim 125 (previously presented): A receiver-decoder according to claim 122 and wherein said dealing with said commercials comprises dealing with said commercials by determining conditions pursuant to which viewing of said commercials is obviated by user action.

Claim 126 (previously presented): A receiver-decoder according to claim 122 and wherein said dealing with said commercials comprises determining conditions pursuant to which their viewing may be obviated independently of user action.

Claim 127.(previously presented): A broadcast system according to claim 121 and wherein, for at least one of said commercials, said receiver-decoder deals with said one commercial by preventing the user from skipping said one commercial.

Claim 128 (cancelled)

Claim 129 (previously presented): A receiver-decoder according to claim 122 and wherein, for at least one of said commercials, said receiver-decoder deals with said one commercial by preventing the user from skipping said one commercial.

Claim 130 (cancelled)

Claim 131 (cancelled)

Claim 132 (previously presented): A method for use with a broadcast system having a headend for broadcasting program material with commercials and a multiplicity of user locations, said method comprising:

receiving said program material being broadcast; and

dealing with said commercials,

wherein, for at least one of said commercials, said dealing with said commercials comprises dealing with said one commercial by presenting alternative shortened versions of other commercials in response to a user request to view said one commercial in a fast-forward or fast-backward mode.

Claim 133 (cancelled)

Claim 134 (new): The method according to claim 132 and wherein the alternative shortened versions of other commercials comprise prepared meaningful shortened versions of a full commercial.

Claim 135 (new): The method according to claim 132 and wherein each alternative shortened version has a duration of approximately three seconds.

Claim 136 (new): The method according to claim 135 and wherein each alternative shortened version has a duration of exactly three seconds.